

The logo for the Economic Development Council of Western Massachusetts (EDC) features the letters "EDC" in a large, bold, black sans-serif font. A thin horizontal line is positioned directly beneath the letters.

*The Economic Development Council of
Western Massachusetts*

**SPRINGFIELD
DEVELOPERS
CONFERENCE
OCTOBER 27, 2010**



*The Economic Development Council of
Western Massachusetts*

The Hartford-Springfield Economic Partnership

**Celebrating 10 Years of Advancing
*New England's Knowledge Corridor***



*The Economic Development Council of
Western Massachusetts*

HSEP's Purpose

***Strengthen the
Interstate Region's
Competitiveness
and Livability***

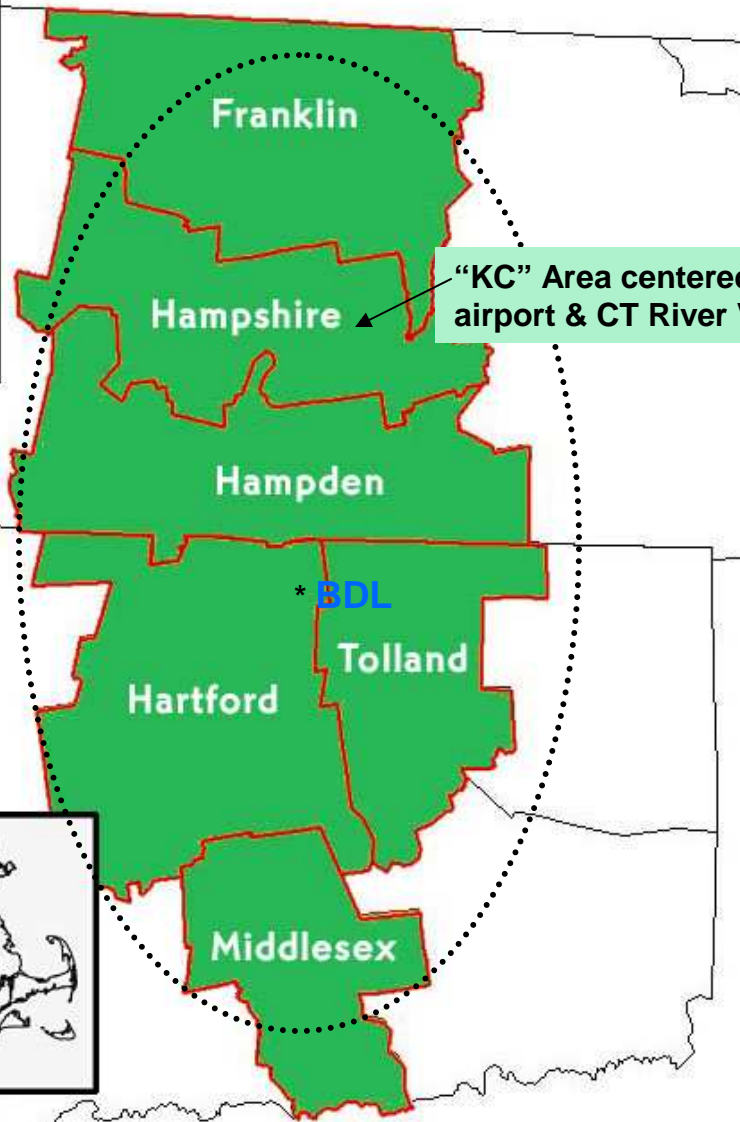


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- SPRINGFIELD – 152,082
- CHICOPEE – 54,653
- WESTFIELD – 40,072

New England's Knowledge Corridor

Connecticut
River
Valley
Region



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- **Easy access to New York / Boston ... at lower cost**
- **Convenient to international air flights**
- **World-class educational and cultural institutions**
- **Temperate climate, shoreline and mountains**

... But Stronger Together

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Connecticut Counties

Hartford-Tolland-Middlesex

1,191,170

60,457,617

593,198

30,374

Population

1,888,039

Personal Income

86,942,705

Employment

916,175

Businesses

45,746

Western Mass Counties

Hampden-Hampshire-Franklin

696,869

26,485,088

322,977

15,372

COMBINED STATS

*New England's
Knowledge Corridor*

Positioned Well to Compete

EDC

The HSEP region has ...

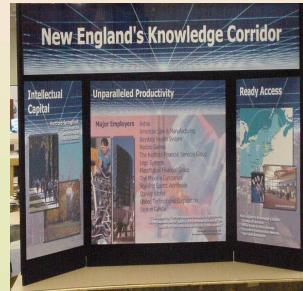
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- 205,000 more people than CA's "Silicon Valley"
- 22% more businesses than metro Austin TX, and
- 45% more employment than NC's "Research Triangle"

Metro Area	Population	Land Area	Income (\$M)	Employment	Business Estabs.
Htfd-Spring 'Knowledge Corridor'	1,888,039	3,365	86.9	916,175	45,746
Kansas City, MO-KS	1,776,062	5,406	73.7	1,295,079	52,531
San Jose-Sunnyvale 'Silicon Valley'	<u>1,682,585</u>	1,291	97.5	1,144,531	46,233
Columbus, OH	1,540,157	3,141	62.6	1,177,595	40,797
Austin-Round Rock, TX	1,249,763	4,224	55.7	970,919	<u>37,489</u>
Raleigh-Cary, NC "Resrch Triangle"	1,187,941	3,489	37.2	<u>631,237</u>	28,212

Interstate Marketing “Coopertition”

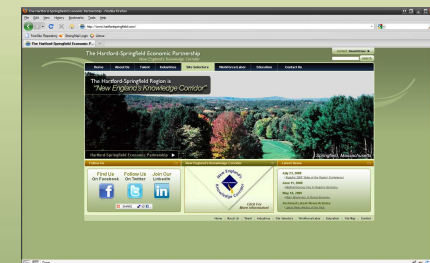
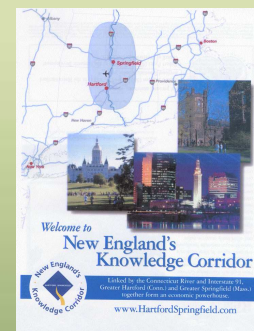
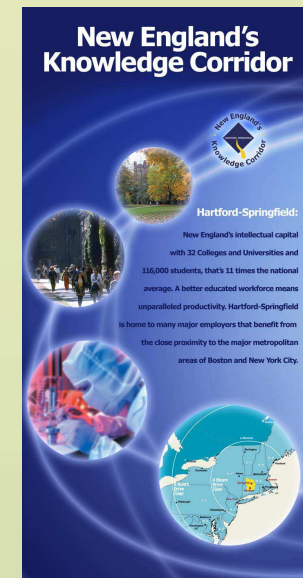
- Trade shows
- Direct company visits
- Service provider familiarization tours
- Brochure, web & social media



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Bio
BIOTECHNOLOGY
INDUSTRY ORGANIZATION



Domestic “Coopertition”

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- Boston
- New York
- Washington, DC
- Asheville
- Savannah
- Atlanta
- New Orleans
- Dallas
- San Antonio
- St. Louis
- San Francisco
- Denver
- Anaheim
- Minneapolis
- Chicago
- Phoenix
- Salt Lake City

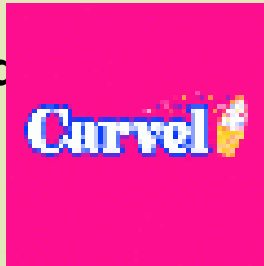
“Coopertition” Breeds Success!



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Enfield



Performance Food Group

Springfield - 230 jobs

New Britain – 225 jobs



15 jobs



Springfield - 300 jobs



Indian Orchard – 25 jobs



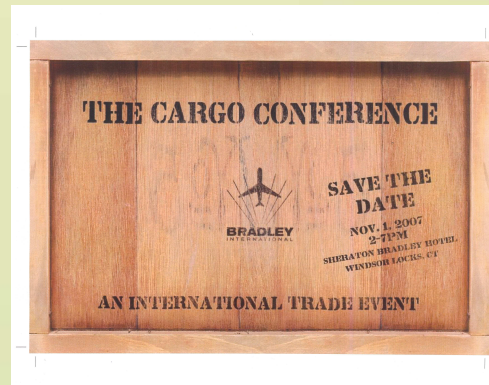
Windsor - 300 jobs

Economic Development

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- Joint, federal grant applications
 - \$10 million for workforce training, HUD grant in progress
- Boosting Bradley Airport:
 - “Gateway to New England”
 - international service
 - new development zone
 - 2008 “Cargo Conference”
- Advocacy – Connecticut River clean-up, commuter and high-speed rail connections
- Interstate tourism promotions



**Interstate
Attractions Map**



**Passport to
Discovery**

Talent Retention/Workforce

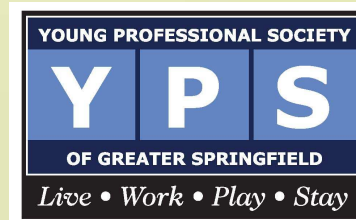
- Surveys of college seniors



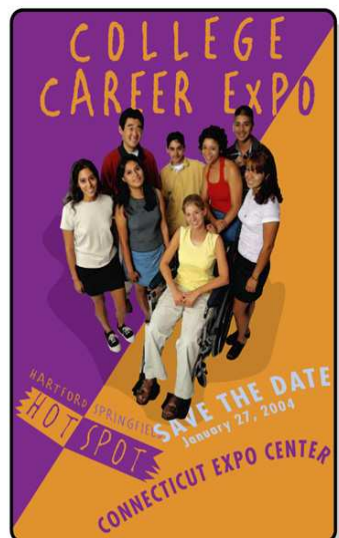
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- InternHere.com



- Young Professionals Summit (2010)



Work here. Learn here. Play here... InternHere!



Looking Ahead

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The Region's Key Industries

- Health care and medical devices
- Aerospace and defense
- Insurance and financial services
- Precision Manufacturing